

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. **(Previously Presented)** A method for enabling a user to transact an anonymous on-line transaction, the method comprising:

displaying a transaction interface that includes on-line transaction information;
concurrently displaying an anonymous user interface along with the transaction interface, wherein the anonymous user interface provides the user with a plurality of options that enable the user to initiate an on-line transaction;

accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;

generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

communicating, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

2. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

3. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

4. **(Original)** The method of claim 1, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

5. **(Original)** The method of claim 1, wherein the step of accessing a first profile further comprises:

accessing the first profile over a secured communication path.

6. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;

an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with a plurality of options to enable the user to initiate an on-line transaction;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile comprises user data;

a profile generator that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

7. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

8. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

9. **(Original)** The system of claim 6, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

10. **(Original)** The system of claim 6, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

11. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;

an anonymous user interface that enables the user to initiate an on-line transaction;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface, wherein the first profile is stored locally on a user terminal and includes user data;

a profile generator that generates a second profile that is linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

12. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

a single use transaction number that is associated with a user credit card account.

13. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

14. **(Previously Presented)** The system of claim 11, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

15. **(Previously Presented)** The system of claim 11, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

16. **(Previously Presented)** A method for enabling a user to transact an anonymous on-line transaction via an Internet browser, the method comprising:

providing an Internet browser interface that includes a transaction interface having on-line transaction information;

providing an anonymous shopping interface;

concurrently displaying the anonymous shopping interface along with the transaction interface, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

accessing a first profile comprising user data when the user activates at least one of the plurality of options associated with the anonymous user interface;

generating a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

communicating the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

17. **(Previously Presented)** A system for enabling a user to transact an anonymous on-line transaction using an Internet browser, the system comprising:

an Internet browser interface that includes a transaction interface having on-line transaction information;

an anonymous shopping interface displayed concurrently with the transaction interface that enables the user to initiate an on-line transaction, wherein the anonymous shopping interface is displayed whenever the Internet browser interface is displayed;

a profile access initiator that accesses a first profile when the user activates at least one of the plurality of options associated with the anonymous user interface;

a profile generator that generates a second profile that is linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and

an anonymous data communicator that communicates the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

18. (Previously Presented) The system of claim 17 wherein the anonymous shopping interface is an anonymous shopping toolbar.

19. (Previously Presented) The system of claim 17 wherein the anonymous shopping interface is a window overlaying the transaction interface.

20. (Previously Presented) A system for enabling a user to transact an anonymous on-line transaction, the system comprising:

a transaction interface that displays on-line transaction information;

an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with options to generate anonymous credit card data and anonymous delivery data;

a profile access initiator that accesses a first profile when the user activates at least one of the options associated with the anonymous user interface, wherein the first profile comprises user data;

a profile generator that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user; and
an anonymous data communicator that communicates, without user interaction, the anonymous data from the second profile to the transaction interface to enable completion of the on-line transaction.

21. **(Previously Presented)** A method of enabling a user to transact an anonymous on-line transaction, the method comprising:

displaying a transaction interface that includes on-line transaction information;
concurrently displaying an anonymous shopping toolbar, wherein the anonymous shopping toolbar presents options to the user for generating anonymous credit card information and anonymous delivery information;

receiving a first request to generate the anonymous credit card information;
receiving a second request to generate the anonymous delivery information;
transmitting the first request to a first information broker; and
transmitting the second request to a second information broker.

22. **(Previously Presented)** The method of claim 21, wherein the first information broker is a credit card company and wherein the method further comprises:

generating a single use credit card number for the user to submit to an on-line merchant to complete the on-line transaction.

23. (Previously Presented) The method of claim 21, wherein the second information broker is a delivery service company and wherein the method further comprises:

generating an anonymous address associated with the user;

inserting the anonymous address into an address field at the transaction interface;

and

upon receipt of a shipment for the user at the anonymous address, routing the shipment to the user's real address.